



WALLS OF WORTH

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WALLS *of* WORTH

WHETHER wall and ceiling material is to be used in new work, in remodeling the breakfast room, in creating a den in the attic, in insulating the garage against cold, in fireproofing, or in any of the thousand and one ways in which wall and ceiling material is logically utilized, such material will be most wisely selected for its quality, permanency and decorative latitude



IN the gray dawn of history, we find the Egyptians familiar with and daily utilizing the unique properties of gypsum rock in building construction, in pottery and in modeling of various kinds where great permanence was essential. In later times, particularly in Europe, the uses of gypsum rock have been greatly extended and developed, and the name has long been synonymous with permanence, notably in the building field.

Gypsum rock is the basic material in Sheet-rock. It is fabricated under U. S. G. secret processes and is factory cast into sheets of uniform thickness, in sizes convenient for quickly erecting interior walls and ceilings, everlastingly permanent, fireproof and capable of unlimited decorative treatment.



U.S. SHEETROCK



HE fireproof wallboard, Sheetrock, makes superior walls and ceilings. For Sheetrock is made from pure gypsum, the material from which only the finest of standard walls are made. Sheetrock is rigid, and cannot warp, bulge or crack. It is permanent with the durability of its parent rock. It is fireproof.

Unlike other unit wall and ceiling materials, Sheetrock may be successfully and beautifully decorated in any form you choose—wall paper, paint, calcimine, paneling, or a combination of these treatments.

Sheetrock comes to you all ready for use. The lathing is done. The mixing of the plaster is done. The plastering itself is done. All that remains is to nail the broad, ceiling-high sections of Sheetrock directly to the supports.

The work of applying Sheetrock is light and easy, clean and quick. There is no waiting for drying when the walls are finished. Rooms newly walled with Sheetrock are ready for immediate decoration—ready for instant occupancy. The genuine economy that begins with the first cost of Sheetrock is maintained throughout the life of the building.

UNITED STATES GYPSUM CO.



General Offices · Chicago

TC BIB 191670



Smooth, permanent walls are essential to good interior decoration

How Sheetrock is Made



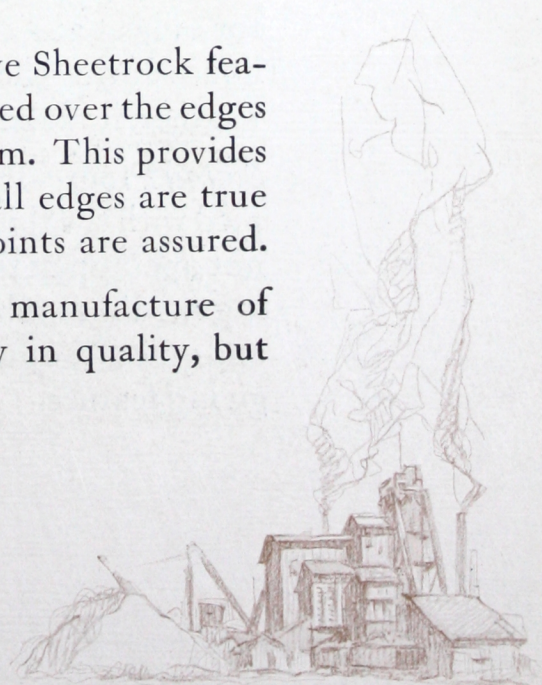
PERMANENCY has been attained by using gypsum rock as the basic material in Sheetrock. The rock is mined and brought to the factory, where it is carefully processed and refined. While still plastic, the pure gypsum is moulded and compressed between two sheets of tough, protective covering made by us for the purpose. The mining of the gypsum and the manufacture of Sheetrock are entirely under the control of the United States Gypsum Company.

When finished, the gypsum, obeying the laws of its peculiar nature, returns to rock—strong and lasting, tough and durable, and slightly flexible. The protective covering envelops each sheet of Sheetrock completely, including the edges. This covering is mist gray in color and is all ready for decorating.

The units are of standard ceiling heights—strong, smooth and uniform in size—three-eighths of an inch in thickness. They are clean and easy to handle and may be sawed or nailed like lumber.

The Reinforced Edge is a patented, exclusive Sheetrock feature. The tough, protective covering is folded over the edges squarely, completely enveloping the gypsum. This provides an extra strong edge for nailing; and as all edges are true and of uniform thickness, tight, smooth joints are assured.

Thus every precaution is taken in the manufacture of Sheetrock to insure, not only uniformity in quality, but ease and quickness of application as well.



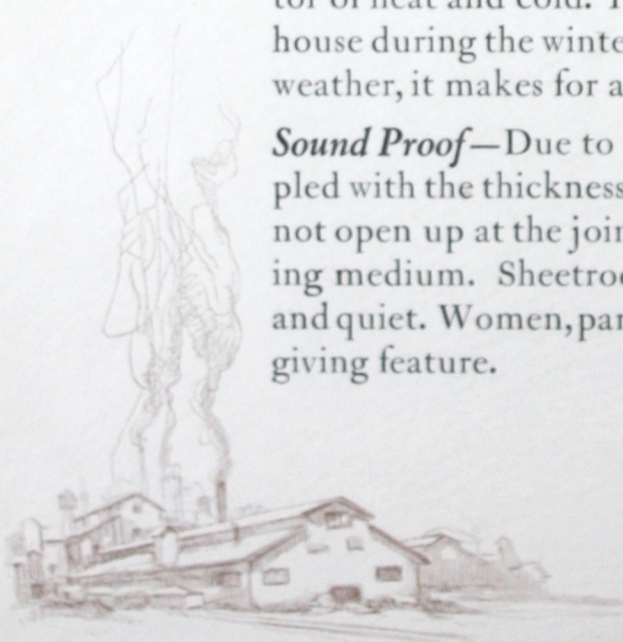
Distinctive Sheetrock Qualities

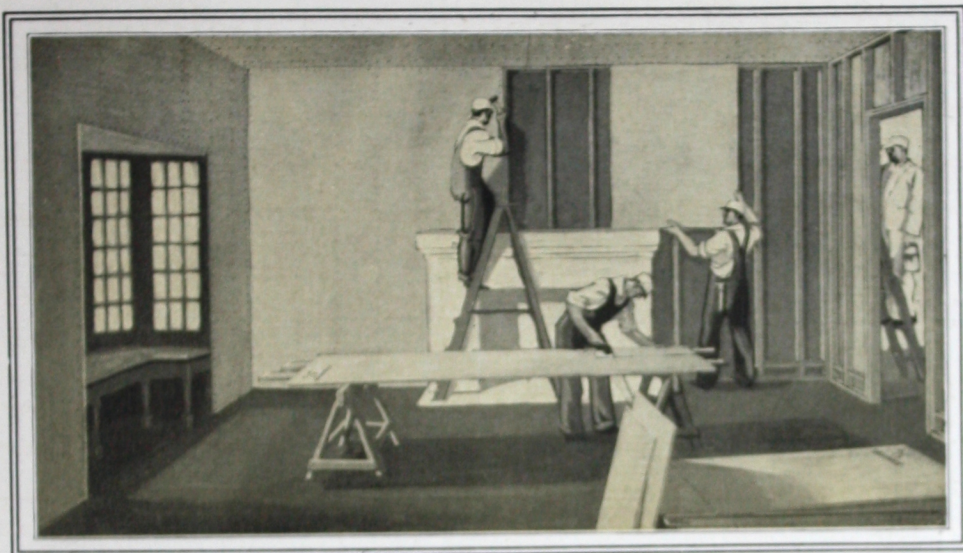
Won't Warp—Sheetrock walls and ceilings cannot expand, contract, buckle or crack. Sheetrock is made of rock and is not affected by atmospheric changes, moisture, heat or cold, or any of the factors that cause warping. One big advantage of Sheetrock, therefore, is that it remains flat and smooth year after year—an attractive, permanent, economical wall.

Won't Burn—Because of the nature of gypsum rock, Sheetrock is fireproof. In addition to the fact that it cannot be burned, it does not readily transmit heat, which is an essential factor in genuine fireproofing. The Fire Underwriters' Laboratories, of Chicago, have conducted a series of tests covering the various qualities of Sheetrock, and as a result have included it in their list of inspected mechanical appliances. These tests prove, among other important things, that Sheetrock is an excellent fireproofing medium; and as statistics show that more than ninety per cent of fires start inside of buildings, Sheetrock performs an invaluable service by confining fires to the rooms in which they start.

Resists Heat and Cold—Gypsum is an efficient non-conductor of heat and cold. In other words, it keeps the heat in the house during the winter and saves fuel. And during the warm weather, it makes for a cooler and more pleasant interior.

Sound Proof—Due to the peculiar nature of Gypsum, coupled with the thickness of Sheetrock and the fact that it does not open up at the joints, Sheetrock is a good sound-proofing medium. Sheetrock, therefore, insures greater privacy and quiet. Women, particularly, will appreciate this comforting feature.



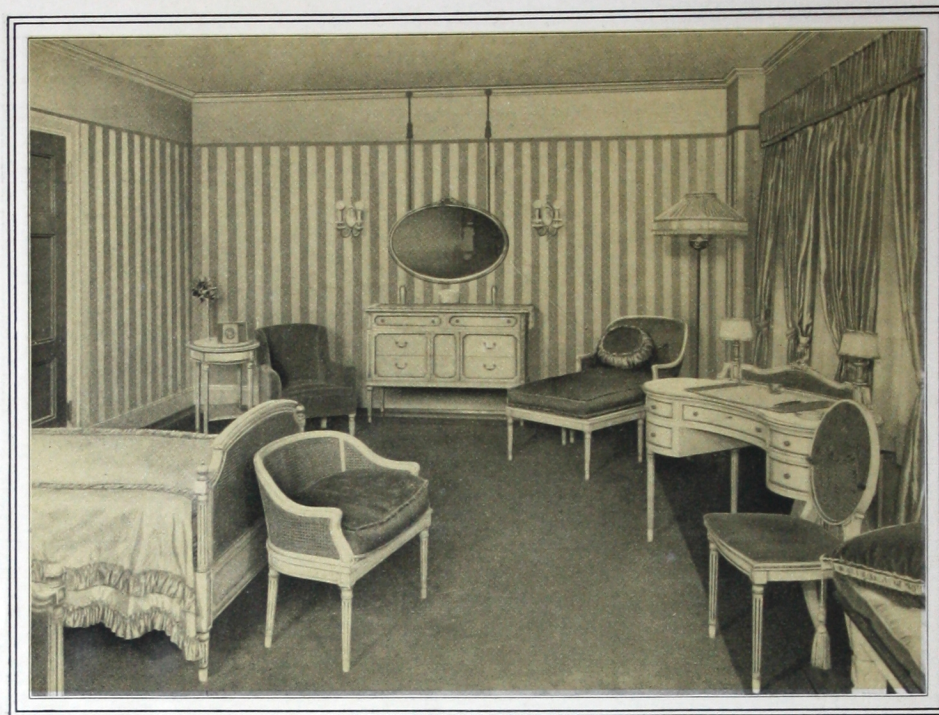


Anybody who can drive a nail squarely and saw to a line can install Sheetrock. And the minute the work is finished, decoration may be commenced

Sanitary—Because of its rock-nature, Sheetrock will not harbor germs or vermin, or collect dirt. The reinforced nailing edge insures tight joints through which vermin cannot pass, and the permanency of these joints is assured by the non-warping qualities of the material itself.

Lasting and Economical—The features enumerated combine to make Sheetrock an ideal wall and ceiling material. Because Sheetrock is made of gypsum, it is durable and fire-proof. Because it will not warp, shrink or bulge, it eliminates the necessity for repairs. Its permanently flat, uniform surface and tight joints permit of a choice between several kinds of decorations.

Sheetrock is inexpensive in first cost and will last as long as the building in which it is installed; and the saving it effects in repairs and fuel bills makes it the most economical unit wall and ceiling material obtainable.



This room is walled with Sheetrock and papered. Permanently flat and non-shrinking, Sheetrock lends itself especially well to this form of decoration

Decorative Possibilities

Papering and Painting—Wall papers play an important part in many decorative schemes. Because Sheetrock reinforced edges are of uniform thickness and Sheetrocked walls are permanently and uniformly flat, and because Sheetrock does not warp or open at the joints, it makes an ideal foundation for wall paper—a foundation to which the paper adheres tenaciously. Sheetrock takes paint or calcimine admirably and may be paneled to secure a variety of artistic effects.

Paneling—Sheetrock can be paneled with excellent results, for it does not shrink, warp or loosen the panels.



Here is a beautiful paneled effect for a living room. In this case the Sheetrock may be decorated with wall paper, paint or calcimine, as preferred

Too much paneling and cross-paneling may become monotonous after a time, and with Sheetrock an over-paneled effect may be relieved by paneling certain rooms only; or by paneling parts of rooms, such as the lower walls, as shown in the picture on this page.

Because Sheetrock lies permanently flat, and does not warp or shrink, it is not necessary to panel every joint. Panel strips may be omitted where they do not fit in with harmonious panel design.

In short, Sheetrock is unique as a unit wall and ceiling material, in that it admits of a variety of decorative treatments and a change from year to year.



Where to Use Sheetrock

Because Sheetrock possesses so many high grade practical features, it has a correspondingly wide field of usefulness, as suggested by the following partial list:

NEW CONSTRUCTION	STORES	ENCLOSED PORCHES
ALTERATIONS	CHURCHES	HOTELS
REPAIRS	CLUBS	RESTAURANTS
ADDITIONS	GARAGES	LODGE HALLS
HOMES	ATTICS	CHICKEN HOUSES
INDUSTRIAL	FARM HOUSES	DAIRY BARNs
HOUSES	SUMMER COTTAGES	FIREPROOFING OVER
OFFICES	SCHOOLS	FURNACES
	THEATRES	CLOSETS

ENCLOSING FURNACES TO CONSERVE HEAT

Miscellaneous

Display rooms	Exterior sheathing instead
Exhibition booths	of wood
Factory drying rooms	Blackboard foundations

For all wall and ceiling purposes





There is no muss nor litter in Sheetrocking a wall. The little cutting necessary may be done outside, if preferred, eliminating all indoor work except nailing

Sheetrock for Remodeling

Sheetrock is the logical material for quick remodeling work. Sheetrock comes in large units and makes a strong, permanent, durable wall. The units are placed tightly together and are self-aligning.

Sheetrock is nailed directly to studs, joists or furring. It can be readily cut with a common saw and fitted, without the muss and litter that are the usual accompaniments of remodeling work.



Sheetrock has served as the basis for thousands of tastefully decorated interiors





The buildings shown on this and the opposite page were erected by a large eastern concern and completely walled with Sheetrock

For Industrial Housing and Home-building Projects

Building projects involving the erection of a number of houses resolve themselves into a question of efficient and economical construction. And to projects such as these, Sheetrock lends unparalleled advantages.

One important feature is that the use of Sheetrock enables the carpenters to carry the job to completion, thus keeping the construction organization intact and materially reducing the cost of labor.

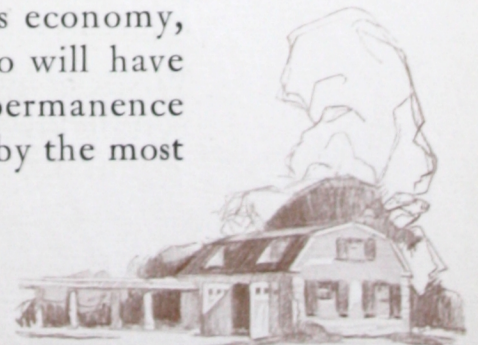
Sheetrock being a manufactured and standardized material, the quality and thickness of the walls and ceilings are known before the board is applied. The builder is thus assured of a satisfactory wall—a wall of pure gypsum—that will never warp, bulge or crack and that will offer maximum and uniform resistance to heat, cold, sound and fire.

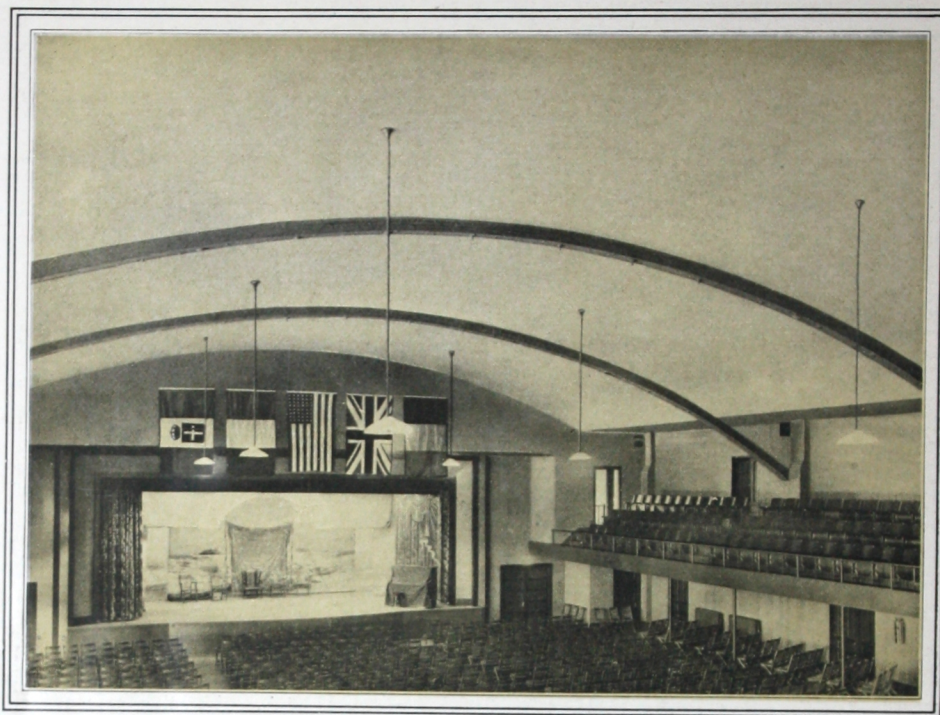


These modern homes erected by Middaugh and Shannon, Realty Operators of Washington, D. C., are walled and ceiled entirely with Sheetrock

Sheetrock is made in lengths of from 4 to 10 feet and in widths of 32 or 48 inches, so that it fits exactly studding or joists set on regulation 16 inch centers and is readily adaptable to any ceiling height. Being strictly uniform in the accuracy of its measurements, Sheetrock is swiftly and accurately applied by any good carpenter. About the only cutting required is around doors and windows and this is easily accomplished with the aid of an ordinary hand saw. There is no staining or spotting of floors or trim. Decorations may be planned to suit the individual taste of the prospective purchaser or tenant—wall paper or paint, with or without panels.

The finished walls and ceilings will bear the closest scrutiny and will stand comparison with any other high grade work. The builder will be pleased with Sheetrock's economy, both in labor and material costs. And he also will have the satisfaction of knowing that the quality and permanence of these manufactured walls will be endorsed by the most exacting of tenants.





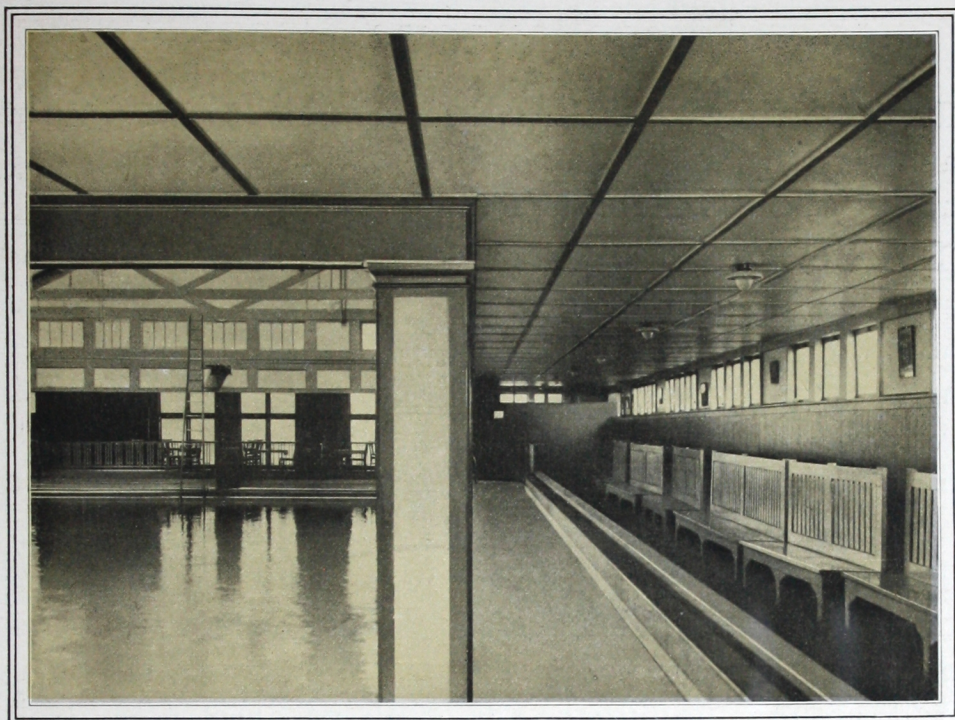
This auditorium is ceiled and walled with Sheetrock. Note how perfectly the Sheetrock, because of its flexibility, conforms to the curve of the ceiling

Sheetrock for Public and Commercial Buildings

Fire protection is especially important in public and commercial buildings, and there are innumerable places where Sheetrock can be used to advantage in buildings of this class.

Fire authorities are warning against the use of inflammable partitions for remodeling in fireproof structures, as such partitions destroy the fireproof character of the building. Sheetrock is entirely fireproof.

When conditions are unusually severe, as is common in certain kinds of public buildings, the physical properties of



The Sheetrock ceiling in this natatorium has withstood the humidity for several years without a sign of warping or bulging

Sheetrock are invaluable. Humidity, extreme dryness, heat, cold and rapid changes of temperature do not effect this material, which cannot warp, shrink, bulge nor open up at the joints. In this way, the necessity for frequent repair is eliminated, and once installed, Sheetrock makes walls and ceilings of great permanence and strength.

Today it is considered good business to have pleasing and inviting surroundings for the carrying on of business enterprises. Sheetrock is just the thing to give the office or store the appearance of progressiveness.

In the same way, Sheetrock can often be used to advantage for alteration or repair work or for ceiling unfinished rooms in factories, hotels, churches, schools, hospitals, lodges and municipal buildings.

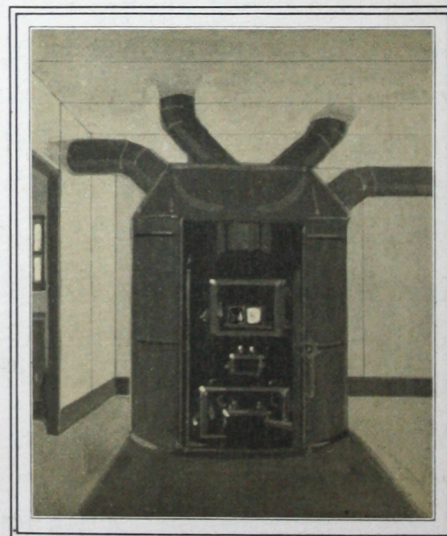
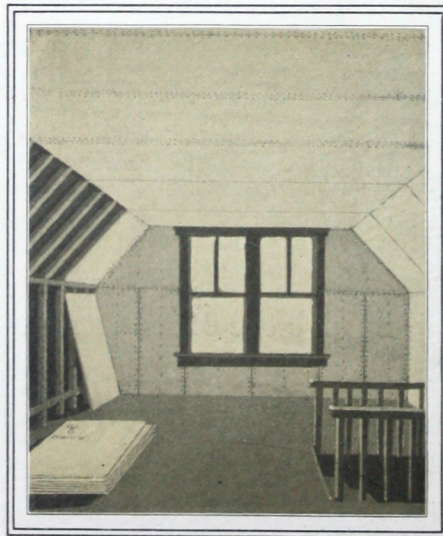


Miscellaneous Uses

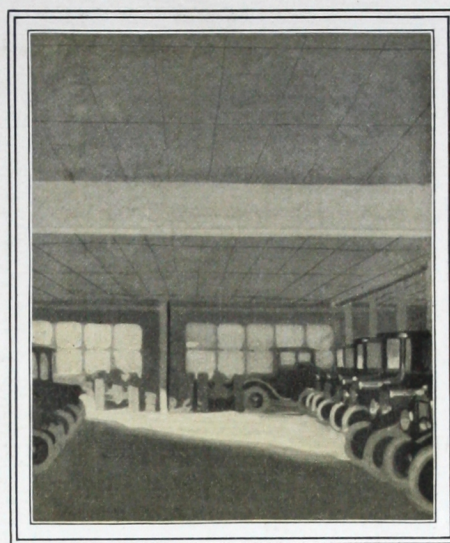
There are many places about the home which a little thought and planning and the use of Sheetrock will transform into attractive and desirable home features.

Take the attic for example: The uncompleted state of the average attic permits of costly heat leaks. A Sheetrocked attic will not only save fuel and increase comfort in winter and summer, *but will also make valuable and comfortable rooms out of this waste space.* Basements in apartment buildings may also be converted into living quarters through the use of Sheetrock.

The Furnace Room—Reduce your fuel bill by insulating the furnace room with Sheetrock. Simply nail it to the basement walls; or else make a furnace room by setting a few studs around the furnace and applying Sheetrock. Nail Sheetrock to the inside of studs to protect them from fire. Sheetrock basement ceilings are fireproof and will prevent soot and dust from filtering through into the living rooms.



Waste attic space can be converted into useful rooms by the use of Sheetrock, and inexpensive, fireproof furnace rooms can be constructed



Sheetrock is widely used in both public and private garages, largely because it is fire-proof and is a non-conductor of heat and cold

The Garage—Owners of both public and private garages find Sheetrock extremely useful for walls and ceilings.

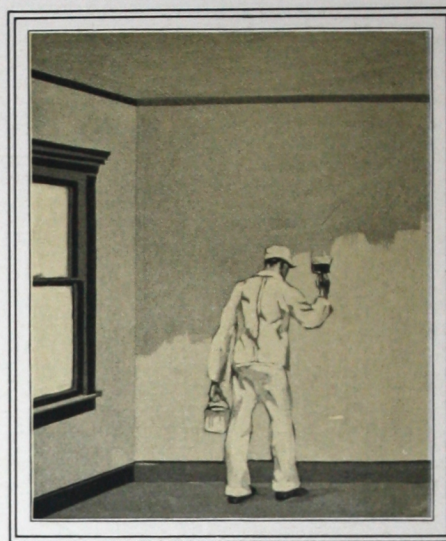
As is proved by the Chicago Fire Underwriters' exhaustive tests and as described in the paragraph on "Distinctive Sheetrock Qualities," Sheetrock is a valuable fireproofing medium. Garages lined with Sheetrock offer unusual protection against fire.

Sheetrock is a non-conductor of heat and cold, so that Sheetrock walls and ceilings make the garage much easier to heat in winter.

Sheetrock walls and ceilings give a finished appearance to garage interiors, in their natural mist gray color; or they may be quickly and easily decorated, if desired. Easily and quickly applied, Sheetrock is very economical for this purpose and is so durable that it will last a lifetime.



Simple tools and but little experience are required to install Sheetrock



Sheetrock is all ready for calcimining, tinting or painting

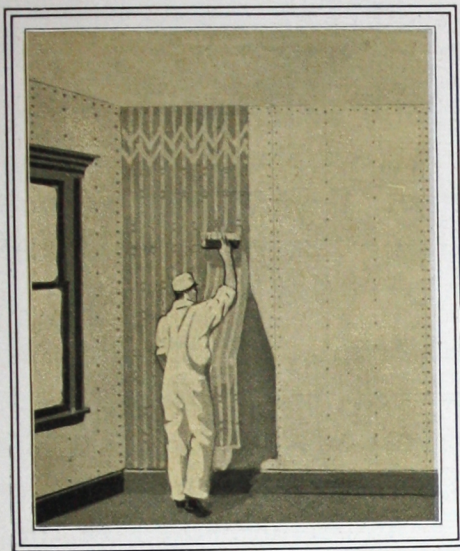
Sheetrock Is Very Easily Applied and Decorated

Complete directions for using Sheetrock in new construction and remodeling are given in our "Application and Treatment" booklet, which may be had from any Sheetrock dealer. Its application is very simple and excellent results can be obtained without previous experience.

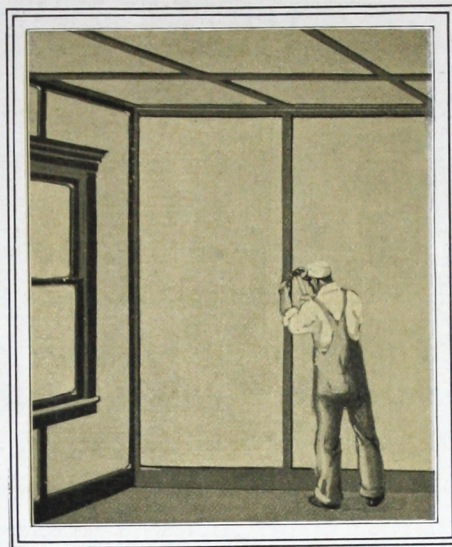
Little cutting is necessary. Sheetrock comes in standard ceiling heights and in 32- and 48-inch widths, adapted for use on studs and joists with 16-inch centers.

In applying wall paper to Sheetrock, it is best to size the surface, which permits the easy removal of the paper when you wish to re-decorate.

Sheetrock takes flat paint, oil paint, cold water paint or cal-



Sheetrock affords a flat, permanent surface for wall papers



Beautiful paneled effects are possible when Sheetrock is used

cimine readily and a wide variety of tasteful effects can be obtained with these materials.

Fine paneled effects are also easily obtained with Sheetrock and are especially desirable when paint or calcimine is used. The panels are put up after the decorating is done; and as the panels are purely decorative and are not required to hold the Sheetrock flat, they may be omitted in places where panel strips would not harmonize with the general design.

We offer you free the services of our designers in planning your panel designs. Send us rough sketches of the rooms, showing dimensions, ceiling heights, locations of openings, etc. We will suggest the best sizes to use and give you a complete bill of material.

Sheetrock is made in 4, 5, 6, 7, 8, 9 and 10-foot lengths, and in 32-inch and 48-inch widths and is $\frac{3}{8}$ -inch thick.

Where to Get Sheetrock



OUR lumber or building material dealer either carries Sheetrock in stock or can obtain it for you on short notice. If you desire further information regarding Sheetrock write our nearest Sales Office.

In order to give you a better conception of just what this remarkable material is, small, convenient samples have been prepared for mailing and for distribution by Sheetrock dealers. Ask for a sample. From this sample you can also see the construction of the reinforced nailing edge, and how the protective covering is firmly anchored in the gypsum.

In ordering Sheetrock, remember that it is made in convenient lengths of uniform thickness. This gives you the advantage of utmost economy in labor and material when using Sheetrock, for all purposes.

We again suggest that you make use of our designers in planning your panel designs. The bill of material furnished by them will simplify your ordering. Simply turn it over to your Sheetrock dealer and he will take care of it without any trouble to you.

UNITED STATES GYPSUM CO.



General Offices - Chicago

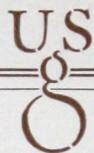
Sheetrock has been given exhaustive tests by the Underwriters' Laboratories, Incorporated (established and maintained by the National Board of Fire Underwriters) and has been included in their list of Inspected Mechanical Appliances. Excerpts from the Underwriters' Laboratories' Report follow:

Sheetrock Practical and Fireproof

"The observations show that Sheetrock can be accurately fitted to the support and against adjoining structures and that it is securely held in position as a continuous finish. The results show a high factor of safety in the strength of the boards and attachments under normal service conditions, and even when the boards are wet by leaky plumbing or overflows.

"The material can apparently be made to form a tight closure to all hollow spaces back of it and should resist fire as well as, if not better than, an equal thickness of ordinary lath and plaster."

U.S.
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